

CODE FOR THE ROAD

Four yellow rectangular dashes are positioned horizontally below the main title, resembling road markings.

FOLLOW THE RULES.
FOLLOW THE LAW.

www.NDCodefortheRoad.org

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FOLLOW THE LAW.



Home >

About Us

Events

Resources

Pressroom

Campaign Materials

The Programs

Crash Memorial Wall

Safety Network

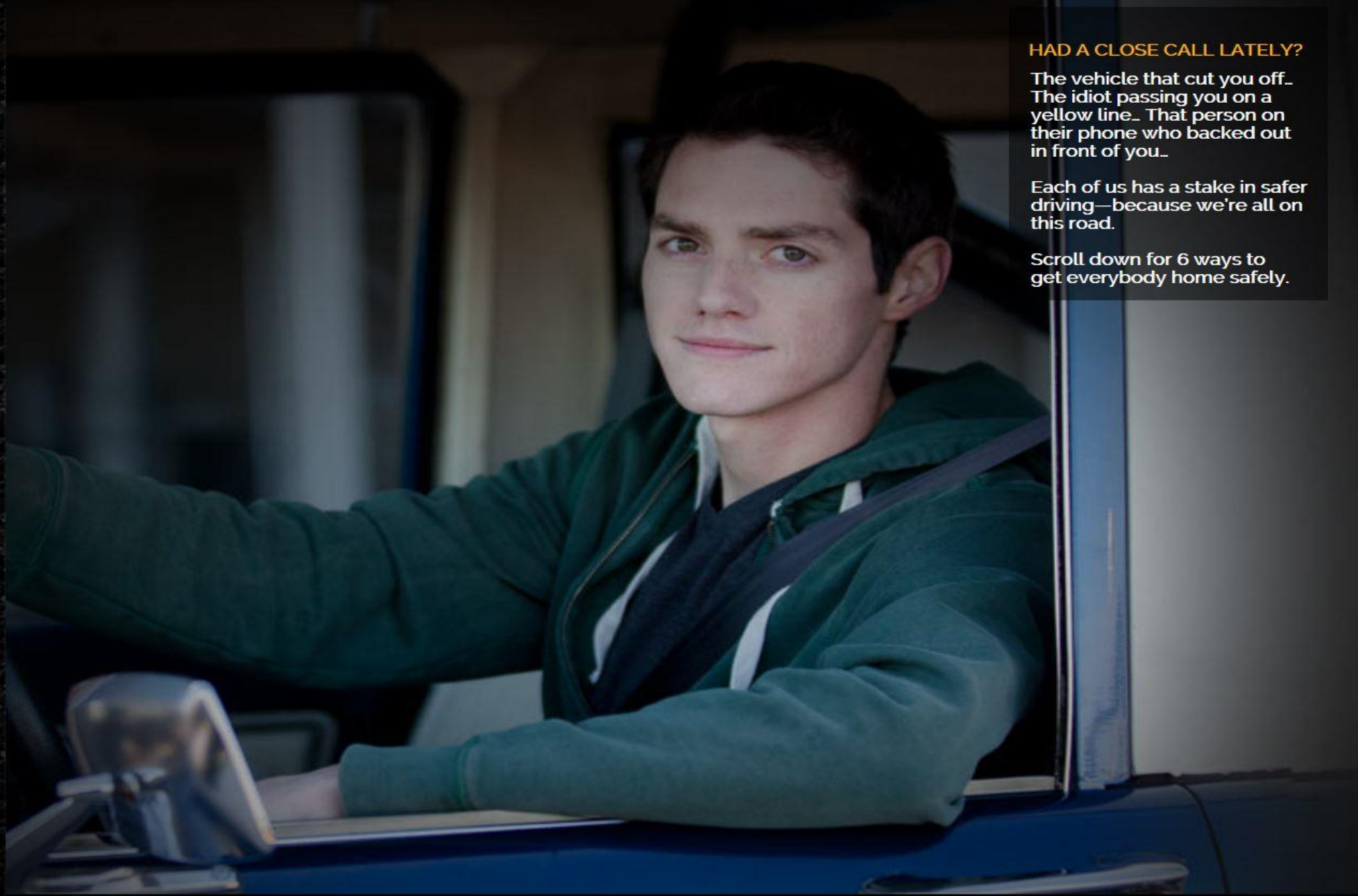


HAD A CLOSE CALL LATELY?

The vehicle that cut you off.
The idiot passing you on a yellow line. That person on their phone who backed out in front of you.

Each of us has a stake in safer driving—because we're all on this road.

Scroll down for 6 ways to get everybody home safely.



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- Developed in 2013 and adopted as umbrella campaign for the NDDOT, Safety Division
- Concept developed under the idea that members of the target audience can establish own rules and live by those rules; but should “Live by the Code” to include being a safe and responsible driver.
- Social norming message tailored to those who think their personal choices don’t affect others
- The tagline “Follow the Rules. Follow the Law.” reinforces the fact that ND has traffic laws and enforcement periods for those laws.

The Programs

- **Buckle Up**

- **Hang Up**

- **Ease Up**

- **Heads Up**

- **Wise Up**

- **Speak Up**

- ❖ **Seat belt**

- ❖ **Distracted Driving**

- ❖ **Speeding**

- ❖ **Motorcycle Safety**

- ❖ **Impaired/UA Driving**

- ❖ **Teen/Distracted Driving**

Buckle Up

- **Videos**

- **Hologram board**
- **Two CFTR Buckle Up ads focusing on our target demographic**

- **Seat Belt Myths**

- **Seat Belt Statistics for ND**



Hang Up

- **Videos**

- **Two CFTR Hang Up ads focusing on our target demographic**
- **LE interviews on texting and driving**

- **Fact sheets**

- **Distracted driving National Statistics**

- **Resources for more information**



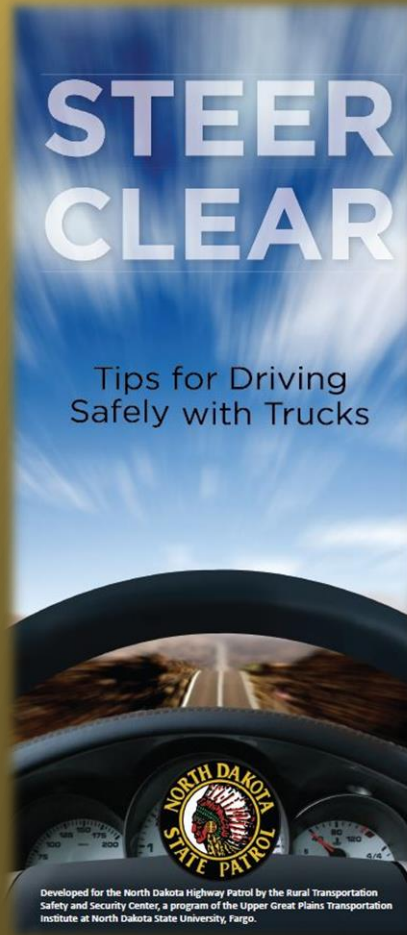
Ease Up

- **Video**

- **Partnered with NDHP, Oil and Gas Division to create the “Pass on the Pass” ad**

- **Steer Clear brochure from NDHP**

- **Speeding Statistics for ND**



Heads Up

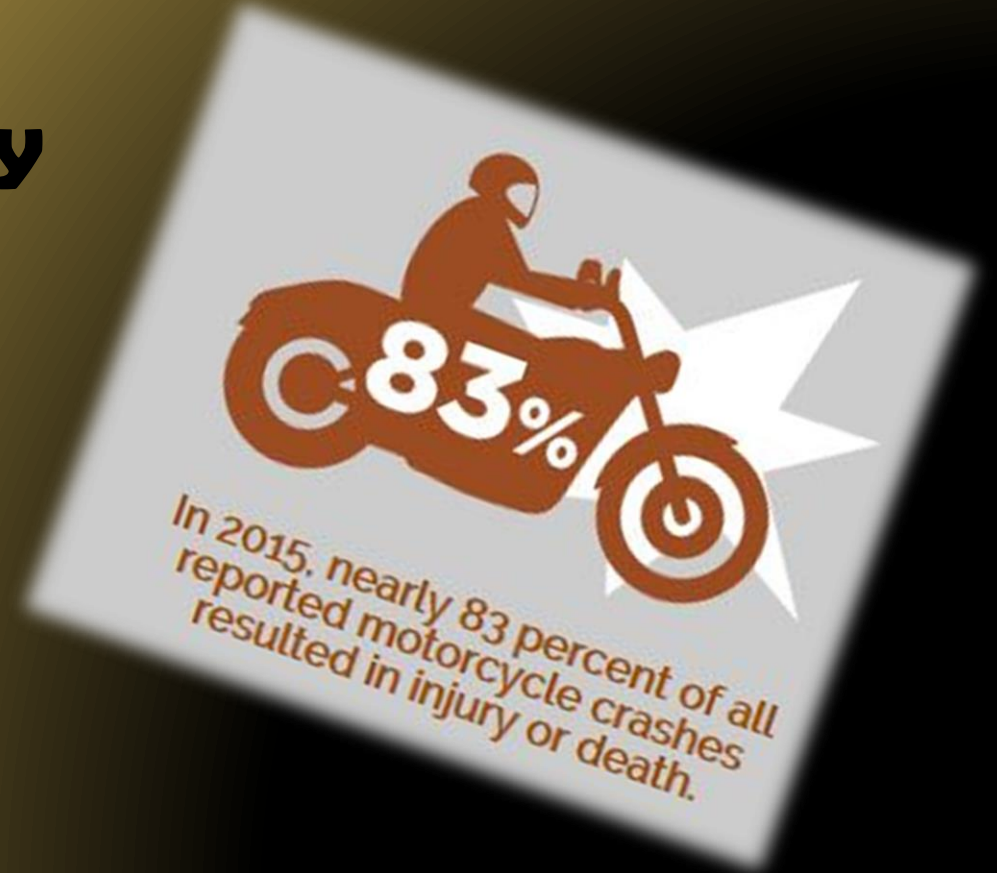


- **Video**

- **New motorcycle videos are being produced, one currently on page**

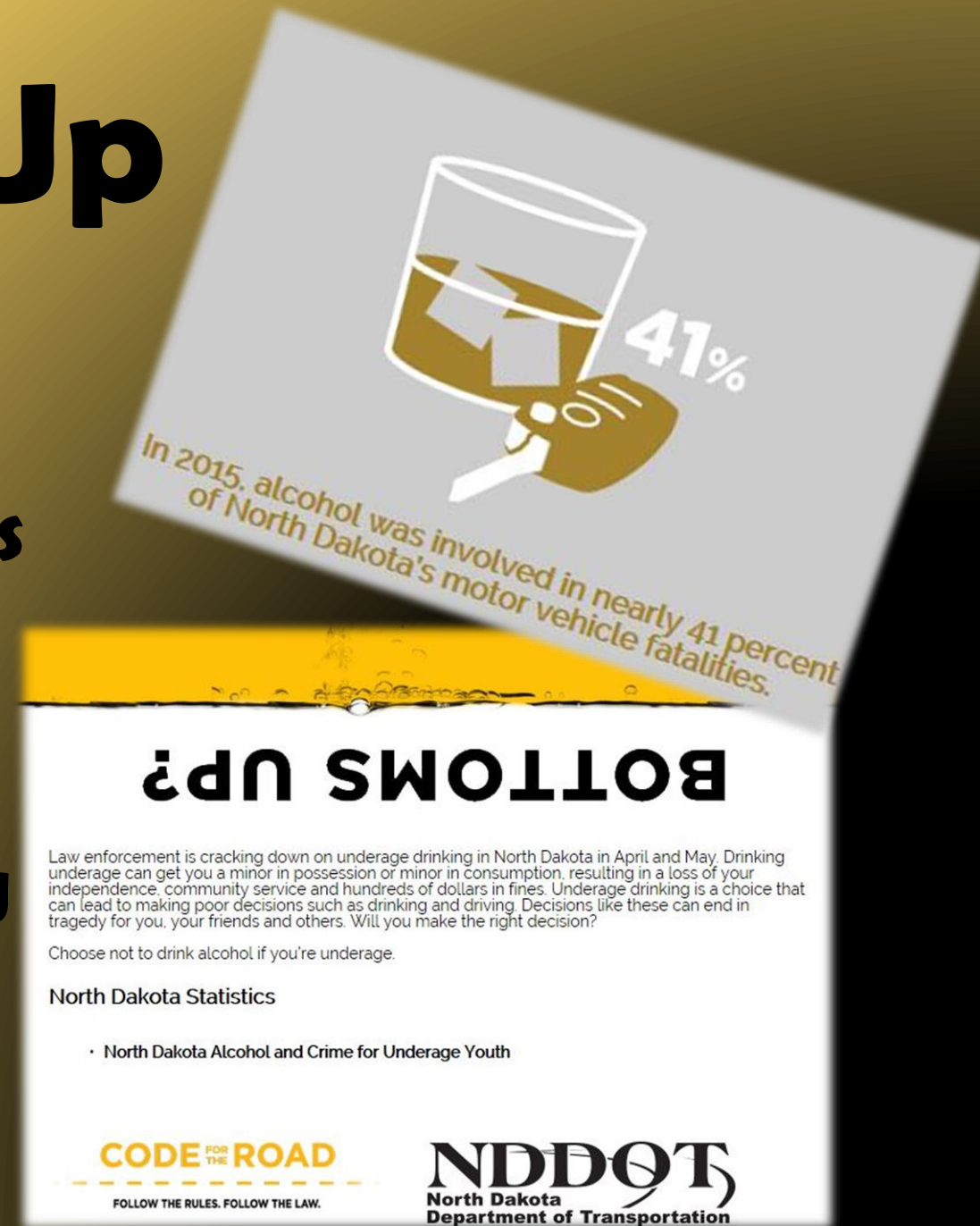
- **T-CLOCS graphic**

- **Motorcycle Statistics for ND**



Wise Up

- **Videos**
 - **New St. Patrick's Day ad, Wise Up series, Empty Spaces series**
- **Recently added a subpage focusing on Underage drinking**
- **Impaired Driving Statistics for ND**



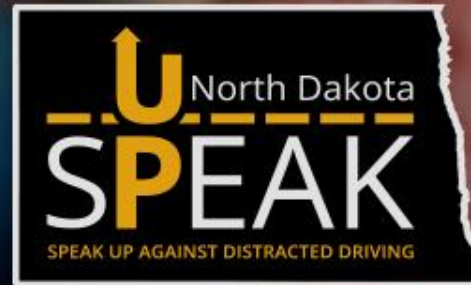
Speak Up

- **New Distracted Driving Prevention Program launched in October 2015**
- **Teen Driving Statistics for ND**
- **Parent's Supervised Driving Program Guide**



SPEAK UP!

Against Distracted Driving



Safety Education Program

- Help young drivers understand the danger
- Prompt young passengers to say something if the driver is taking risks
- Teens influencing their peers
- Teen conversations with parents/role models

What is Speak Up!



Speak Up! Against Distraction

- Distraction is epidemic
- Teens are the highest percentage of drivers distracted by phone use
- 6 of 10 teen crashes involve distraction
- Distracted and reckless driving are the leading killers

Speak Up! Against Distraction



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Home

About Us

Events

Resources

Pressroom

mpaign Materials

The Programs

h Memorial Wall



SPEAK UP



Teen Drivers



Distracted and reckless driving is the leading cause of death for teenagers. Speak Up! helps teens in North Dakota protect their safety in a vehicle.

Learn more and see Speak Up! educational materials and resources for high schools and other organizations.

- [Distracted Driving Prevention Program](#)

Follow NDTeenDrivers on social media using the icons below:



<http://www.ndcodefortheroad.org/>



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Home

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Resources

Pressroom

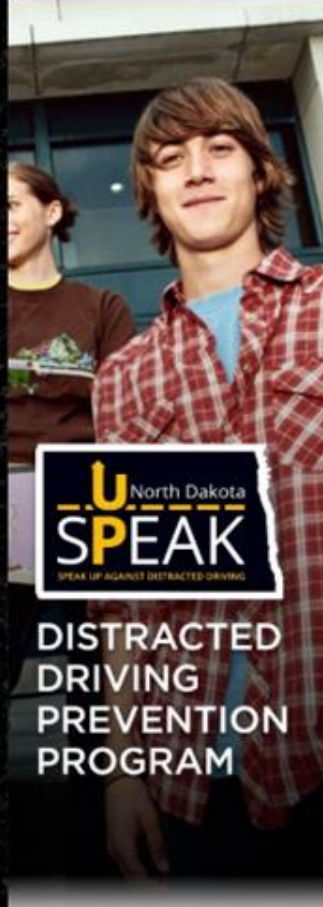
mpaign Materials

The Programs

h Memorial Wall



SPEAK UP



DISTRACTED
DRIVING
PREVENTION
PROGRAM

Teen Drivers

Speak Up!

The Speak Up! education program allows schools or community organizations to choose their own level of participation. Materials are **FREE**. Pledge cards, posters or banners will be shipped to qualified organizations in North Dakota at **NO CHARGE**.

Each of these links provides useful elements for talking to teens (or teens to share) about the dangers of distracted driving and how to protect themselves and others.

- [How schools can get involved](#)
- [How students can get involved](#)
- [How parents can get involved](#)

Use a selection of these sources to integrate under your own Speak Up! program.

- [Downloads](#)
- [Request Free Materials](#)
- [Website Resources](#)
- [Videos](#)
- [Simulators/Apps](#)

For help putting your program together or if you have questions, [contact us](#).

[The Website](#)



How Schools can get involved

- The Pledge Wall
- Outdoor Banners
- Classroom Presentation and Other Information
- Share your Success

The Website: How to get involved



How Students can get involved

- Sign the Pledge
- Be a Leader
- Join the Conversation



**Sydney Helgeson, Miss State
Capitol's Outstanding Teen 2016**

The Website: How to get involved



How Parents can get involved

- Be a good role model
- Talk to your teen
- Take the Speak Up! Pledge
- Join the conversation
- Offer to volunteer
- Your business or organization involvement

The Website: How to get involved



Request Free Materials

- Poster
- Pledge Card
- Lanyard card
- Speak Up! Indoor/Outdoor Banner
- Indoor Wall Pledge
- Pizza Hut Coupon Wrapper

The Website: Resources





SPEAK UP!

Against Distracted Driving

www.ndcodefortheroad.org/speak-up



ND Crash Memorial Wall

- Launched August 2015 at Labor Day *Drive Sober or Get Pulled Over* Enforcement Press Conference



- Provides families a place to create memorials of loved ones killed in ND traffic crashes
- Victim profiles are public
- Prevent future tragedies

ND Crash Memorial Wall

- 12 memorials have been published since August 2015
- Memorials range from 1965 - 2015



- NDDOT has flip cards that are available to distribute among the public to generate education and awareness of the consequences certain driving behaviors can cause

www.NDCodefortheRoad.org/memorial



Social Media

Facebook

www.Facebook.com/CodefortheRoad

www.Facebook.com/NDTeenDrivers



Twitter

www.Twitter.com/CodefortheRoad

www.Twitter.com/NDTeenDrivers

YouTube

www.youtube.com/CodefortheRoad

- Over 30 videos categorized by program area, over 50 with outreach efforts

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**Any
questions?**

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Contact Information

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